

Skill, not Money is the Secret of Successful Advertising

If you wish to advertise then you should either study the science of advertising or else place yourself under the guidance of a man or firm whom you have reason to believe does know the science of advertising, and is honest.

Isn't it reasonable that a man who has made a study of advertising as a profession, who has proven his efficiency, is better able to conduct a campaign and to practice the science of advertising than a business man who will attempt the study of advertising as a mere side issue?

There are millions of unproductive dollars expended in advertising every year. Considering the present position of advertising as a science and the number of available agents and experts who are known to thoroughly understand their business, this loss must be charged to the advertisers.

A man would not ordinarily attempt to qualify as his own lawyer or doctor, and unless he is a thorough student and skilled in the science of advertising he should not attempt to qualify and properly conduct an important advertising campaign.

Consult with one of the recognized and accredited Advertising Agencies named below. Allow one of them to submit an outline of the service they are prepared to render. You may be assured that an invitation to call will be appreciated and that no obligation whatsoever will be incurred.

Basham Company, Thomas E., Louisville, Ky.
Cecil, Barreto and Cecil, Inc., Richmond, Va.
Chambers Agency, Inc., New Orleans, La.
Chesman and Company, Nelson, Chattanooga, Tenn.
Ferry-Hanly Advertising Co., New Orleans, La.
Johnson-Dallis Company, Atlanta, Ga.
Massengale Advertising Agency, Atlanta, Ga.
Staples and Staples, Inc., Richmond, Va.
Thompson Advertising Service, The, Jacksonville, Fla.

*Members Southern Council,
American Association of Advertising Agencies*

*This advertisement prepared by
Ferry-Hanly Advertising Co.,
New Orleans, La.*